

## ABSTRACT

The present invention relates to a more improved application than a method for transmitting advertisements via electronic mails enclosing the advertisements together with coupons on the internet.

Information collected through some hierarchical questions upon receipts of coupons by a sender or a receiver of an electronic mail enclosing coupons is used for the analysis of a particular user's tendency. The result of the tendency result is compared and analyzed with the conditions of a sponsor for the use of target advertisements. The target advertisements are enclosed in the electronic mail together with the coupons and can be automatically transmitted to plural users fit for the conditions. The advertisements for the interest fields of the particular user are displayed in priority on prize advertisement menus or the advertisements lowest in the click rate up to date are displayed in priority on the prize advertisement menus, through the comparison of the tendency analysis result of the user with the prize advertisements of the sponsor.

The above method secures the advertisement effect

with a higher hit rate for sponsors, enables the users to view the advertisements more related to their interest field, and secures the balanced advertisement opportunities between advertisement sponsors.